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The role of popular tv series and tv series characters in creating brand awareness

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Abstract

Over the recent years, domestic TV series have taken the place of Western TV series in Turkey. Within time, these domestic series have become irreplaceable for both viewers as well as the producers. These TV series have an important role in terms of their influence on the audience. After being discovered by brands and brand managers, such productions have become a method that is resorted by those who aim to raise awareness. The purpose of this study is to determine the influence of TV series and TV series characters in raising brand awareness. For this purpose, people living in Malatya central district have been chosen as the main mass, and a questionnaire was applied to a sample chosen from among this mass. Data obtained from the applied questionnaire were evaluated. As a result, it was seen that the awareness level changed according to demographic characteristics such as age, sex, education level, marital status; and the number of TV series viewed as well as the frequency of viewing the commercials. It was determined that women watched more TV series compared to men; that there was a relationship between the number of TV series watched and the awareness level; and that women had a higher level of awareness compared to men, while those who are single had a higher level of awareness compared to those who are married, and those who are married had a higher level of awareness compared to those who are widowed. On the other hand, it was seen that a positive relationship existed between age, sex and education level variables and brand awareness. As a result, based on this research which had been conducted with limited sources, it can be said that TV series and TV series characters have an influence over brand awareness.

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Keywords: Popular culture, Television series, Brand Awareness

1. Introduction

A lot of the brands which are introduced to the market disappear soon thereafter. The failure rate in developing new products has reached to disturbing levels. The latest studies indicate that the ratio of failure over consumers is 95% in the USA, and around 90% in Europe (Kotler, 2003:349). What's important is to implement the meaning which lies behind the brand into the customer's mind; not just creating a brand or having people memorize the name of the brand. Therefore, to raise brand awareness and to ensure that the brand is recognized and known, will undoubtedly contribute to developing a positive attitude towards the brand.

Thanks to TV, people are much more closer to popular culture than ever before. While everything we see on the screen tries to increase consumption, it does so, by putting all emotions into a legitimate form. Pain, passion, love,

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betrayal, rage, being cheated on, disappointment, family, loyalty and even sexuality are being internalized on the screens; thus, changing our cultural rituals. In the 2000s where popular culture allows everything to be not only accepted, but also to become widely popular and supported, TV series also emerge as a part of this culture. With the power to bring millions of people in different locations together on the same day, at the same time, it is thought that TV series which break rating records both in Turkey and in the world may have an influence over brand awareness of people. Promotions which include emotions and stories are more influential on the consumers compared to traditional commercial applications. On the other hand, in today's environment where a sharp media separation exists, many areas to keep the consumers busy (social networking sites, personal web sites, satellite and cable channels, teletext, blogs, mobile phones, etc.) are available. It is difficult to find a place for our brand among all these and to convey our allegation or message to our customers. Today, it is necessary to develop new methods, new communication techniques which are attractive and which include stories as well. It is believed that TV series are more influential in this field.

The importance of the matter can be better understood when one considers that the TV series "Valley of the Wolves" broadcasted in Turkey had higher ratings than Turkey-Estonia football game; and that the globally popular TV series "Lost" reached out to more than 30 million viewers. Therefore, businesses should know how to benefit from popular TV series and TV series characters, to raise awareness and to increase their recognition level.

2. Popular Culture and Its Perception in Turkey

The first positive definition for culture is found in works of Edwart Burnett Tylor, one of the founders of anthropology. Tylor, defines the context of culture as follows (Bozkurt, 1985:22): "Culture is, that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society." Culture defines a communication system which enables a society of people to exist. This system of communications is an "all-inclusive" system that incorporates biology and technique, in order to explain spoken and body language, as well as behaviors of human beings (Trifonovitch, 1977 and Aydın, 2007:7).

As for popular culture, while being a widely used context, it is nearly impossible to make a common definition to be agreed upon (Gultekin, 2006:116). Popular culture is more likely to arise as a culture which is in demand, and which covers wide audiences (Erdogan, 2004:9). Rather than being a dominant superior culture, popular culture belongs to the rest of the society, even those oppose to it, the community (Fiske, 1996:36). Popular culture is a daily living culture. It is a culture which helps get away from negative aspects of reality, and which creates artificial happiness (Oktay, 1993:18). The fundamental characteristic of popular culture is that it is accepted and consumed by wide audiences, and that its interpretation phases are largely shaped, with the help pf the technological developments, by the media and opinion leaders (Ormeçi, 2008:7-8).

It can be easily seen that popular culture programs aired in Turkey, especially within the last few years, are viewed by a significant audience, and that they are always at the top of the rating lists. Furthermore, the abundance of discussions broadcasted on TV following the airing of these programs prove that whatever belongs to popular culture appeals to the majority of the community. The following table shows the most talked about TV series of 2011, and their characters.

Table: 1 The Most Popular TV Series and TV Series Players of The Year

No	Domestic TV Series	Number of Related News	No	TV Series Actor/Actress	Number of Related News
1	Magnificent Century (Muhtesem Yüzyıl)	8.315	1	Kıvanç Tatlıtuğ	3.138
2	Time Flies (Oyle Bir Gecer Zaman Ki)	5.141	2	Beren Saat (What Is Fatmagul's Fault - Fatmagul'un Sucu Ne?)	2.593
3	What Is Fatmagul's Fault? (Fatmagul'un Sucu Ne)	3.748	3	Nurgül Yeşilçay (Never Without You - Sensiz Olmaz)	2.402
4	Valley of the Wolves (Kurtlar Vadisi)	3.731	4	Necati Şaşmaz (Valley of the Wolves - Kurtlar Vadisi)	2.169

5	Behzat C. - An Ankara Detective (Behzat C.-Bir Ankara Polisiyesi)	3.602	5	Demet Akbag (Istanbul's Golds - Istanbul'un Altinlari)	1.918
6	Ezel	3.600	6	Halit Ergenc (The Magnificent Century - Muhtesem Yuzuil)	1.729
7	Don't Let The Kids Know (Cocuklar Duymasin)	3.038	7	Deniz Cakir (Iffet)	1.719
8	Wild Charm (Yahsi Cazibe)	2.267	8	Kenan Imirzalioglu (Ezel)	1.592
9	Forbidden Love (Ask-i Memnu)	2.095	9	Tuba Buyukustun (My Fair Lady - Gonulcelen)	1.502
10	The Back Streets (Arka Sokaklar)	1.989	10	Sinem Kobal (Little Secrets - Kucuk Sirlar)	1.479

Source: Based on MTM Media Monitoring Center's research on news and articles published in newspapers and magazines during the year 2011. http://www.medyaline.com/haber_detay.asp?haberID=14427

3. TV Series

According to definition of TRT (Turkish Radio Television), a series is a drama production which is aired for a minimum 3 episodes, and which covers the same subject that is interconnected in terms of attitude, approach and speech; or a group of integrated subjects that follow one another (Sayilgan, 2003:16). TV series usually rank among the top most watched programs and air during prime time, which is assumed to be the time period with the highest number of TV viewers (between the prime time hours of 19.00 and 23.00). According to a study conducted by ABG Anatolia Rating Measurement Institution, nine out of ten most watched programs in Turkey in the year 2005 were football matches. Furthermore, the only program not involving football to make it into the top ten was the "Valley of the Wolves" series. It ranked in the seventh position. Moreover, it is also striking that the repeat episodes of this series, which aired after the series ended, also had high ratings (Akgul, 2006:95). The fact that the series has begun in 2003 and continued to be aired under various names also indicates the series' huge popularity and that it is viewed by a wide audience.

3.1. Ratings of Series

People, frustrated with social, political and economic problems, see TV and entertainment programs as a way to escape all these, and they award these programs with high ratings. Valley of the Wolves, one of the most viewed TV series in Turkey, is viewed even more than the football games which the Turkish teams play in the UEFA cup (Tellan, 2004).

Table: 2 Ratings and Shares of TV Series

MONDAY "The Back Streets" (Arka Sokaklar)			WEDNESDAY "The Fall of Leaves" (Yaprak Dokumu)			THURSDAY "Forbidden Love" (Ask-i Memnu)			THURSDAY "Valley of the Wolves" (Kurtlar Vadisi)		
Date	Rating	Share	Date	Rating	Share	Date	Rating	Share	Date	Rating	Share
29.12.09	13	29,3	14.01.09	19,1	40,7	01.01.09	5	12	05.03.09	13,98	32,58
05.01.09	8	18	21.01.09	19,4	43,1	08.01.09	11,5	25,6	12.03.09	13,3	32,1
12.01.09	12,4	26,7	28.01.09	17,5	42,4	22.01.09	9,3	20,4	19.03.09	11,4	27,6
19.01.09	8	17,5	04.02.09	18,7	45,3	29.01.09	10,3	23,4	26.03.09	6,1 (tek)	13,5
26.01.09	10,2	23	11.02.09	21	48,5	05.02.09	10,8	23,9	02.04.09	14,2	33,4
02.02.09	12,2	27,6	18.02.09	23,5	51,8	12.02.09	10,7	23	09.04.09	14,9	35,1
09.02.09	12,1	26,4	25.02.09	20,8	48,4	19.02.09	12,1	26,5	16.04.09	13,8	32,9
16.02.09	12,6	27,7	04.03.09	21,8	49,6	26.02.09	10,9	22,4	23.04.09	12,1	32,3
23.02.09	11,7	25,7	11.03.09	20,7	49,6	05.03.09	10,9	22,98	07.05.09	15	37,2
09.03.09	11,2	25,5	18.03.09	21,6	51,3	12.03.09	10,8	22,6	14.05.09	15,6	38,9
16.03.09	11	25,3	25.03.09	19,8	45,5	19.03.09	11,4	24,6	21.05.09	16,6	42,8
23.03.09	10,6	24,1	01.04.09	15,7	38,2	26.03.09	12,5	26,9	28.05.09	16,2	39,1
30.03.09	10,9	25,5	08.04.09	19,7	47,5	02.04.09	11,4	25,4	04.06.09	16,8	43,8
06.04.09	10,6	24,7	15.04.09	20,5	49,1	09.04.09	10,7	24,3	11.06.09	16	39,6
13.04.09	11,9	27,7	29.04.09	21,8	52,9	16.04.09	12,2	27,2	18.06.09	1,8 (tek)	7,2

20.04.09	9,4	23,3	06.05.09	20,2	49,3	23.04.09	13	29,1	25.06.09	15,6	37,6
27.04.09	10,4	25,6	13.05.09	17	39,5	07.05.09	11	26,7	14.01.10	16,8	39,4
11.05.09	8,8	23,7	20.05.09	19,7	46,8	14.05.09	11,3	26,6	21.01.10	15,9	37
18.05.09	9,6	26,8	27.05.09	19,1	45,2	21.05.09	11,8	28,7	28.01.10	17,4	40,2
25.05.09	8,9	25,5	03.06.09	18,2	46,8	28.05.09	10,6	27,1	04.02.10	15,7	34,8
01.06.09	9,6	27,2	17.06.09	15,4	46,1	04.06.09	11,3	28	11.02.10	17,4	40,2
08.06.09	8,9	25,5	24.06.09	4,8	17,1	11.06.09	11,2	28,7	18.02.10	15,7	34,8
15.06.09	9,4	28,2				18.06.09	12,4	35,1	25.02.10	14,8	32,6
22.06.09	8,1	28,3				25.06.09	1,6	14,6	04.03.10	13,6	33,0
29.06.09	7	23,8							11.03.10	14,8	35,9
									18.03.10	13,8	35,2

Source: Compiled from www.medyatava.com

In order for a TV series to survive and to enable TV producers/managers to make profit from it, it is almost compulsory that the average rating be above 30. In order for an intermediately popular TV series to air for more than one season, its average share needs to be over 18. When one looks at the TV series' ratings given above, it can be seen that they are well over the desired share value. For this reason, each of these series was able to stay on air for at least two seasons.

4. Brand Awareness

A brand may be defined as a name, a symbol, a term or a combination of these, which describes and identifies a product; and forms a character to distinguish the product from the others. A brand is a commitment, it is the relationship established with the target audience. It is a series of logical and emotional qualifications (Bond and Kirshenbaum, 2004:161). A brand is a name, term, sign, symbol, design and/or a combination of these, that enables a product or a service to be distinguished by their seller or buyer, from their competitors (Kotler and Armstrong, 1999:45).

Awareness, on the other hand, means the influence that the brand creates in the consumer's mind. Brand awareness in the basic component which directs brand loyalty and brand selection that influence consumer perception and behavior (Dereli and Baykasoglu, 2007:96). Brand awareness does not just mean knowing the brand's name or having seen it before, it further requires that associations such as the brand, brand's name and symbol are combined in the consumer's mind. Brand awareness may also be defined as a fundamental and necessary element of the communication process. Without brand awareness, it is not possible to achieve the effects of communication. Rossiter and Percy point out that brand awareness does not always mean the name of the brand; it may also involve colors, shape of packaging or other distinguishing brand features (Romaniuk et al, 2004:72).

5. Purpose of the Study

The purpose of this study is to investigate the relationship between the TV series and the awareness of viewers regarding the brand that sponsors the series. The study also aims to investigate whether a difference in terms of sexes of viewers and sponsor brand awareness exist or not; and whether the brand awareness changes according to age, sex, education level or not. Furthermore, whether brand awareness variable differs according to frequency of viewing weekly TV series or not, will be studied.

6. Benefits Expected from the Study

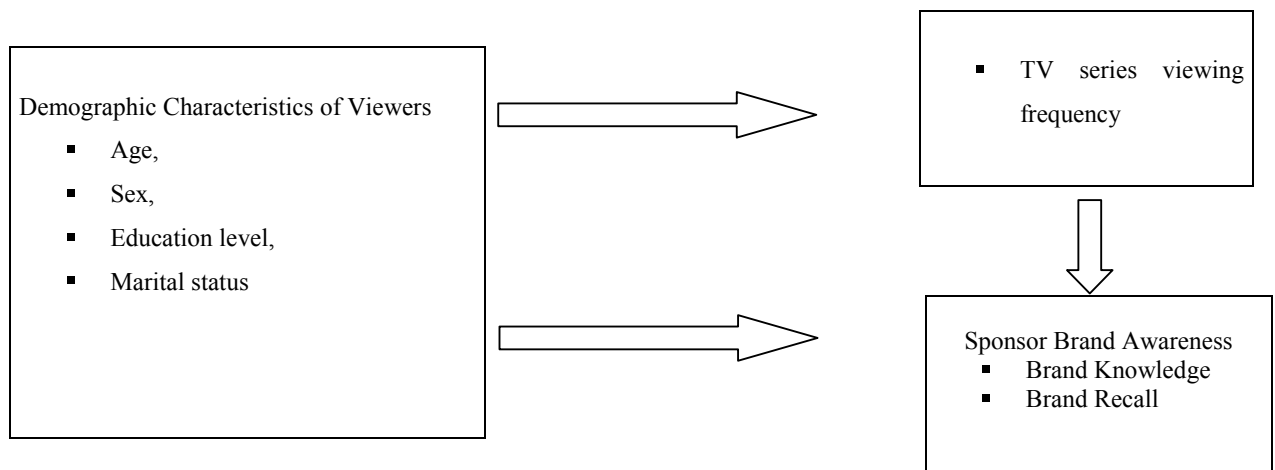
The increasing share of TV series among TV programs, and the fact that they bring millions of people in different locations together each week on the same day, at the same time, increased the importance of brand-related studies in this field. In Turkey, an average of 200 new domestic TV series air on TV each year, and among these, depending on their ratings, an average of 50 TV series manage to survive.

With this study, it is expected to specify the relationship between TV series and brand awareness; and to point out what can be done in terms of brand awareness, based on the results. The study is also expected to reflect the differences between brand levels of female and male viewers. These differences are important for developing various brand strategies according to sexes. Furthermore, by displaying how awareness level can change according to age and education level, it will guide brand managers and publicists in determining whether new strategies according to different ages and education levels are required to be developed or not.

7. Limitations of the Study

The study was limited to people in Malatya city center and aged between 17-55 and above. Therefore the study is applicable for Malatya city center and the above specified age range. TV series and characters which have been included in the questionnaire were determined according to their ratings. Additionally, the exclusion from the study, of those who do not watch any TV series, can be listed among the limitations of the study.

8. Model of the Study



9. Hypothesis of the Study

The main hypothesis of this study is that; there is a relationship between the ratings of TV series and the sponsor brand awareness. Sub hypothesis are formulated as follows; there is a relationship between the demographic characteristics and TV series viewing frequency; and sponsor brand awareness varies according to demographic characteristics.

H_{1,1}: There is a relationship between TV series viewing frequency of viewers and sex.

H_{1,2}: There is a relationship between TV series viewing frequency of viewers and age.

H_{1,3}: There is a relationship between TV series viewing frequency of viewers and education level.

H_{1,4}: Brand awareness level of viewers varies according to sex.

H_{1,5}: Brand awareness level of viewers varies according to age.

H_{1,6}: Brand awareness level of viewers vary according to education level.

H_{1,7}: Brand awareness level of viewers varies according to the number of TV series viewed.

10. Determination of the Sample Size

Sample size was calculated using the formula below, and the sample size was determined as 250 people. However, 870 questionnaires were completed, considering the fact that the larger sample size, the better representation of the main mass it will provide.

N= Size of the main mass

n= Sample size subject to calculation

Z= Alpha is taken as 0.05 in this study, therefore the corresponding table value Z=1.96 has been used.

P= The probability of finding the main characteristic -which is subject to measurement- in the main mass

Q= 1-P

E= Accepted sampling error (for this study, a sampling error of 0.004 has been foreseen)

$$n = \frac{N(pq)Z^2}{(N-1)E^2 + (pq)Z^2}$$

$$n = \frac{(388.590)(0,25)(1.96)^2}{(388.590 - 1)(0,004)^2 + (0,25) \times 1.96^2} = \frac{373201,836}{7,177824} = 520 \text{ people}$$

For marketing researches, estimation of the sample size may also be done via ratios. In some cases, if the size of the main mass (N) is known, determining the sample size may be quicker and practical. In this case, it will be more appropriate to use the above given formula (Nakip, 2006:236). In order that the study is conducted appropriately, it is required to keep the sample size at an optimum level. However, if the sample size is large, research related expenses tend to increase.

11. Sampling Process

The main mass for the study comprise of people who live in the central district of Malatya province, and who are aged between 17 to 55. According to data obtained from Turkish Statistical Institute, the number of people who are aged between the range specified above and who live in central Malatya is 388.590; making it impossible to reach out to the entire target group. Due to difficulties which reaching to the entire main mass would present in terms of

time and expenses; we proceeded with sampling and used “two-phase cluster sampling”, which is a random sampling method.

For this, using the lists obtained from the municipality records, the central district was initially divided into neighborhoods, and then into streets. It is certain that using guides of the municipalities will ensure that a more realistic, reliable and comprehensive main mass list is obtained (Kurtulus, 2006:184). Cluster sampling is a probability sampling type where the main mass is divided into clusters, and a full count is conducted for one or more clusters. In the first phase of the two-phase cluster sampling, the main mass is first divided into clusters, and then the desired number of clusters are selected from among the clusters, then the selected clusters are divided into smaller clusters, and the elements to go into the sample are chosen from among these (Tokol, 1994,25).

In the first phase, the list of 83 neighborhoods of central district of Malatya province was obtained from the municipality records, and these neighborhoods were numbered. All numbers were placed in a bag and 3 neighborhoods were selected randomly from the bag. In the second phase of the sampling process, street names for the selected neighborhoods were listed and numbered. After replacing these numbers inside the bag, two streets from each neighborhoods were selected as clusters. All households within the streets that were selected as clusters were visited and a full count was conducted. For sampling selection, sampling with replacement method was used. Thus, 3 neighborhoods among 83 neighborhoods of the central district were randomly selected first, followed by random selection of two streets for each neighborhood among the selected neighborhoods, to determine a total of 6 streets as clusters.

Places of business, warehouses and similar locations were excluded from the scope of the study, and interviews were made in houses which were considered to be places of living for households. Individuals who were unable to respond to the interview (young people, ill people, those who declined to participate and those who had mental disabilities) were excluded from the scope of the study. Field study was conducted using the above described method, as a result, 870 people were interviewed.

12. Information and Data Collection

Information which is necessary in order to implement the research model was obtained via interviewing method. The questionnaire composed of 4 sections. The first section included questions concerning demographic characteristics of the respondents (age, sex, education, marital status, employment status, etc.). The second section included questions to inquire about TV and TV series viewing habits of the viewers, as well as how often they watched the commercials. Furthermore, we tried to find out how many TV series they watched weekly. The third section included 20 questions to inquire about how the viewers liked TV series, how they admired the characters, how they were influenced by them, as well as TV series viewing habits within the family. For these questions, which were prepared using a five point Likert scale, 5 options ranging from “I absolutely agree”, being the most positive one, to “I absolutely disagree”, being the most negative one, were presented for answers. The most positive answer was assigned the number 1, while the most negative answer was assigned the number 5.

The last section of the questionnaire comprised of questions concerning brand recall and brand recognition. 6 open-ended fill in the blanks questions were asked regarding brand recall, and respondents were requested to fill these blanks. The aim here was to measure to what degree the brands sponsoring the TV series were remembered, and to determine whether this level of remembering had a relationship with sex, age and education level, or not. Questions regarding brand recognition were composed in such a way to ask which brand's commercial the TV series character played in, with the help of pictures. Except for questions concerning brand recall, all other questions in the questionnaire containing a total of 52 questions were asked in a closed-ended format, and the respondents were asked to mark one of the options as the answer.

13. Analysis and Interpretation of Data

All analyses were conducted over 870 questionnaires which were found to be valid. By entering the data obtained from the questionnaires to the computer via SPSS 11,0 package program, frequency distribution was

determined and Chi-square and Variance (ANOVA) analysis were made. Upon evaluation of the data, it was found that 46,4% of the sample were man, and 53,6% were women. In other words, 404 people out of the total 870 people in the sample were man, and 466 were women. When we look at the sex distribution of the main mass, we find out that 49.97% is male, while 50.3% is female. Therefore, we can say that the sample represents the main mass fairly well in terms of the sex variable.

The age range for the sample was between 17 – 55 and older. Majority of the distribution belonged to the 17 – 35 age group. As for marital status, 66,6% (579 people) were single, 30,3% (264 people) were married and 3,1% (27 people) were widowed. Employment status indicated that 60,6% (266 people) were working, while 69,4% (604 people) were non-workers. 8,3% of the sample had graduated from primary school, 20,1% from high school, 52,3% from university, while 2% had a post graduate degree, and 1% held a doctorate degree. TV series viewing frequency indicated that 28,5% of the sample (248 people) watched one TV series, 29,1% (253 people) watched two TV series, 21,6% (188 people) watched three TV series, 10% (87 people) watched four TV series and 10,8% (94 people) watched more than four TV series. The ratio of people watching at least three TV series is approximately 42,4%. This corresponds to nearly half of the sample.

When we look at the TV commercial viewing frequencies, and jointly consider the options “more” and “much more”, we can say that approximately 20% of viewers watch the commercials. Furthermore, the ratio of those who partially watch the commercials is nearly 50%. When we look at daily TV viewing hours of the sample on the week days and on the weekends, we find that there is not a significant difference. While the ratio of people who watch TV for 6 hours or more per day on week days was 21, 9%, this ratio was 23, 2% for the weekends.

Cross Table:3 The relationship between sex and the number of TV series viewed

Sex	How many TV series do you watch per week?					Total
	1	2	3	4	More than 4	
Male	126 14,5%	141 16,2%	78 9,0%	30 3,4%	29 3,3%	404 46,4%
Female	122 14,0%	112 12,9%	110 12,6%	57 6,6%	65 7,5%	466 53,6%
Total	248 28,5%	253 29,1%	188 21,6%	87 10,0%	94 10,8%	870 100,0%

A statistically significant relationship was found between the number of TV series viewed per week and sex, with confidence interval of 95%. According to coefficient of contingency, it was found that women watched significantl more TV series than men; and that the ratio of women watching 4 or more TV series was almost twice that of me (women: 14,1%, men 6,9%). Chi-square test showed that there is a relationship in between, and that it was significant. Therefore, $H_{1,1}$ hypothesis was accepted. ($\chi^2=26,719$; $sd=4$; $P<0.000$).

Cross Table: 4 The relationship between age and the number of TV series viewed

Age		How many TV series do you watch per week?					Total
		1	2	3	4	More than 4	
17-25		179	149	110	38	51	521
	Percentage	20,6%	16,4%	12,6%	4,4%	5,9%	59,9%
26-35		35	59	44	20	4	162
	Percentage	4,0%	6,8%	5,1%	2,3%	,5%	18,6%
35-44		21	37	18	18	21	115
	Percentage	2,4%	4,3%	2,1%	2,1%	2,4%	13,2%
45-55		11	13	13	10	9	56
	Percentage	1,3%	1,5%	1,5%	1,1%	1,0%	6,4%
56-and over		2	1	3	1	9	16
	Percentage	,2%	,1%	,3%	,1%	1,0%	1,8%
Total		248	253	188	87	94	870
	Percentage	28,5%	29,1%	21,6%	10,0%	10,8%	100,0%

It was found with a confidence interval of 95% that, a relationship existed between the age of the viewers and TV series viewing frequency. This relationship was statistically significant and it showed that the number of the TV series viewed by audiences changed according to age. It was seen that young people between the ages of 17-25 watched more TV series, while the number of TV series being viewed decreased with increasing age. $H_{1,2}$ “There is a relationship between the number of TV series viewed per week and age.” hypothesis was accepted ($\chi^2=88,869$; $sd=16$; $p<0.000$).

Cross Table: 5 The relationship between education level and the number of TV series viewed

		How many TV series do you watch per week?				
Education level		1	2	3	4	More than 4
Primary school		10	9	16	13	24
	Percentage	1,1%	1,0%	1,8%	1,5%	2,8%
High school		28	47	43	29	28
	Percentage	3,2%	5,4%	4,9%	3,3%	3,2%
University (two-year degree)		41	41	35	13	12
	Percentage	4,7%	4,7%	4,0%	1,5%	1,4%
University (four-year degree)		159	144	93	30	29
	Percentage	18,3%	16,6%	10,7%	3,4%	3,3%
Post graduate		8	7		1	1
	Percentage	,9%	,8%		,1%	,1%
Doctorate		2	5	1	1	
	Percentage	,2%	,6%	,1%	,1%	
Total		248	253	188	87	94
	Percentage	28,5%	29,1%	21,6%	10,0%	10,8%

When results concerning education level and the number of TV series viewed were assessed, it was found that the group which had the highest ratio of TV series viewing was people who had university education. It was seen that the number of TV series viewed significantly decreased as the education level increased. It was found that no one among those with post graduate and doctorate degrees watched 3, 4, or more than 4 TV series. There was a relationship between the number of TV series viewed and education level, with a confidence interval of 95%. Since $P<0.01$, this relationship was statistically significant. As the education level increased or decreased, the number of TV series viewed varied as well. Therefore, $H_{1,3}$ “There is a relationship between the number of TV series viewed per week and education level.” hypothesis was accepted.

13.1. Determination of Awareness Level

Awareness points for participants of the questionnaire was calculated individually, and whether awareness changed according to independent variables (age, sex, education level) or not, was analyzed. The table below shows average awareness level for 870 people who were included in the analysis process, and the relationship of their awareness points with other variables. A triple scale was developed in order to interpret the average awareness point obtained. According to this scale; points between 0-49 were determined to be low level of awareness, points between 50-69 were determined to be intermediate level of awareness, and points between 70-100 were determined to be high level of awareness.

Table 5: Avarage Awareness StatisticsTotal of Awareness Points

N	Valid	869
	Invalid	1
Average		57,1634
Standard Deviation		19,29288
Variance		327,21520

Average awareness was found to be 57,16. According to the ranges specified above, average awareness for 870 people was found to be at an “intermediate level”. The program assessed the person who had 0 (zero) points, as an invalid answer. When we look at the distribution of points, 30% has low awareness level with points between 0-49. People with points between 50-69 and an intermediary level of brand awareness accounted for 37%, and those with points between 70-100 and a high level of brand awareness accounted for 33%.

According to the results of the study, 17-25 age group had the highest average. The group with the lowest average of brand awareness was those who were 56 years and over. While ages 45 and over had a low level of awareness, ages between 17-44 had an intermediary level of awareness. Average level of awareness of women was higher than that of men. The difference was an average of 7 points. Average of awareness level of single people was higher than that of married people; and average of awareness level of married people was higher than that of widowed people. Those having the highest awareness average were single people.

Average awareness points of non-working people were higher than that of working people. People who have spare time tend to pass their time with entertainment and recreation; and TV series come to their aid as a place to escape, fill their spare time, take them away from the realities of the world and into the world of their dreams. As it can be understood from here, non-working people recalled and recognized more commercials and brands. Average awareness for people with high school, two-year university degree and four-year university degree were found to be close to one another. People with the lowest average were those who had primary school education only. The highest awareness average belonged to four-year university students. However, as education level increased, the average of awareness decreased. For post graduate and doctorate degree levels, the awareness level fell down to low levels. This can only be explained by the amount of spare time one has.

13.2. Comparison of Awareness Levels According to Demographic Characteristics (ANOVA Test)

Hypothesis No	Hypothesis	F_i	P_i
H _{1,4}	Average awareness points of viewers vary according to their sex.	1.799	0.017
H _{1,5}	Average awareness points of viewers vary according to their age.	11.110	0.000
H _{1,6}	Average awareness points of viewers vary according to their education level.	2.398	0.036
H _{1,7}	Average awareness points of viewers vary according to the number of TV series they watch per week.	7.212	0.000

It was found with a confidence interval of 95% that, a relationship existed between sex and brand awareness; and that this relationship was statistically significant. There was a significant difference between average awareness points of women and average awareness points of men. Women were more aware of brands, and they watched more TV series per week. In this case, H_{1,4} “Brand awareness levels of viewers vary according to their sex” hypothesis was accepted ($F=1,799$; $sd=20$; $p<0.05$)

It was seen that brand awareness varied according to age and that this change was statistically significant. Brand awareness changed according to age. In this case, H_{1,5} “Brand awareness levels of viewers vary according to their age” hypothesis was accepted ($F=11,110$; $sd=4$; $p<0.01$). According to the result of the variance analysis carried out, brand awareness level varied according to education level. In other words, average of awareness changed significantly according to education level. In this case, H_{1,6} “Brand awareness levels of viewers vary according to their education level” hypothesis was accepted ($F=2,398$; $sd=5$ and $p<0.05$).

According to the variance analysis carried out, brand awareness level varied according to the number of TV series viewed. There was a significant relationship between the number of TV series viewed, and the viewers’ brand recognition and knowledge. In this case, H_{1,7} “Brand awareness levels of viewers vary according to the number of TV series they watch” hypothesis was accepted.

14. Conclusion and Suggestions

The results of this study showed that TV series and TV series characters have an influence on brand awareness. It was found that the awareness level changed according to age sex, education level, the number of TV series viewed, and commercial viewing frequency. According to the results of the study, women watched more TV series than men. It was seen that the number of TV series viewed decreased with ageing; and the age group that watched TV series the most was found to be ages between 17-25. The results obtained from this study may be used by brand managers and media owners who aim to create awareness for their brands. When one considers the share of TV series in all TV programs in general, and the influence of these series, the importance of this study can be better understood. This study may provide guidance for brand managers, people who are responsible for business budgets and business owners about what actions they should take, which promotion tools they should utilize and to what extent they should utilize them; when managing their brands and trying to make it a brand that is known, recognized and preferred by everyone. Likewise, when benefiting from the media, it is important to know which programs are popular, which ones are widely followed in order to effectively organize spendings and create awareness.

In short, we can say that TV series play a significant role in brand recalling and recognition. A closely followed TV series and its popular character may have an influence over the viewers, being able take them away from the realities of the world into a fictional world. Dreams and passions of the viewers, as well as everything that they would like to be their own, are being presented to them via TV series; thus, they are being willingly encouraged for consumption.

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